



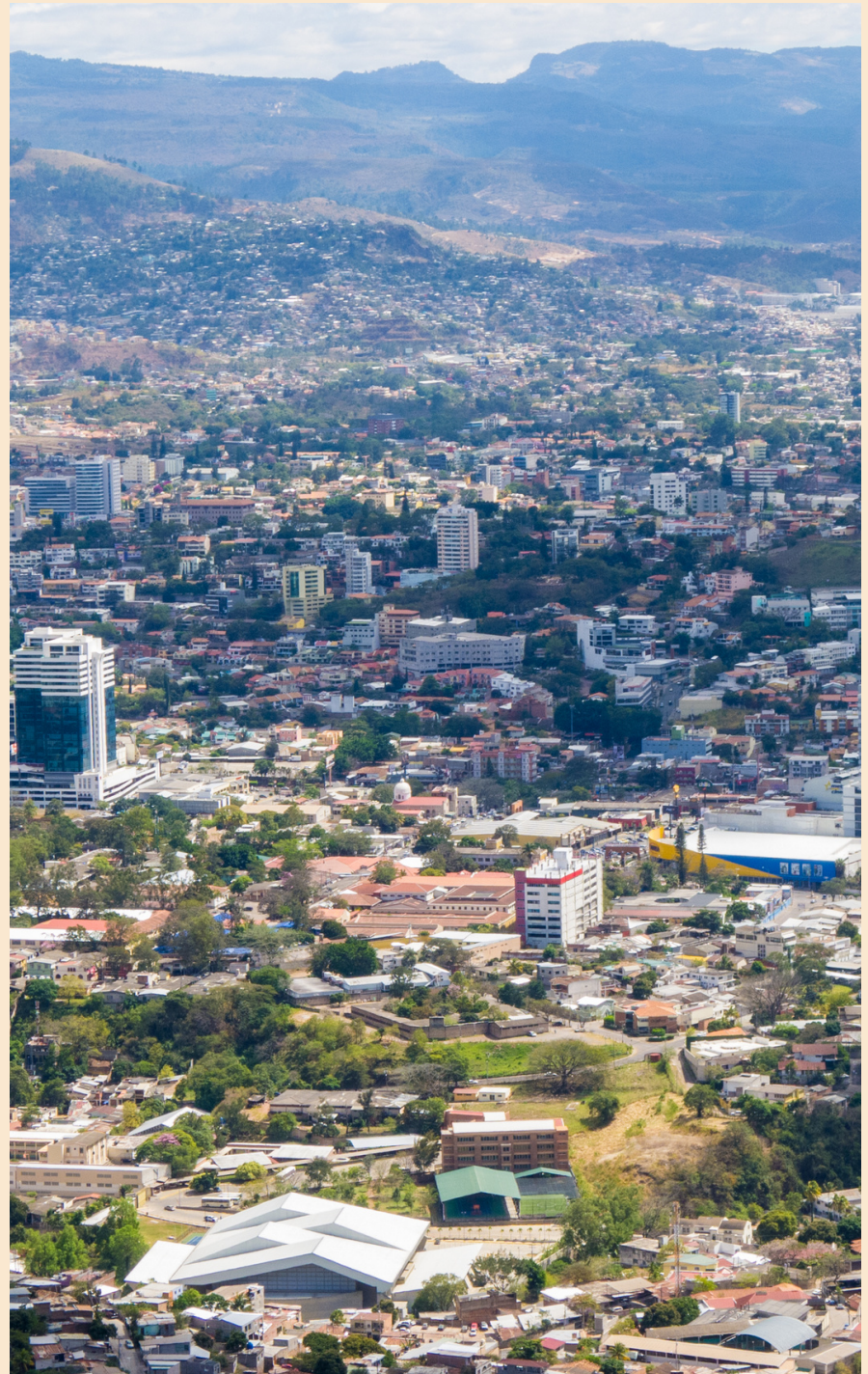
REDEFINING THE BUSINESS LANDSCAPE

Honduras is entering a defining phase.

Double-digit export growth, the acceleration of nearshoring, a historic geopolitical shift and deep internal reforms are reshaping the country's business environment. As 2026 approaches, Honduras stands at the intersection of opportunity and transformation.

For business leaders and investors, understanding this moment is no longer optional — it is strategic.

Honduras is consolidating itself as a regional production hub driven by nearshoring.



Global companies are shortening supply chains in search of speed, resilience and proximity to the North American market — conditions where Honduras holds a competitive advantage.

The country's strong manufacturing base, particularly in export-oriented industries, combined with industrial parks and special regimes, has translated into tangible results. In 2025 alone, exports grew by more than 15%, confirming that logistics efficiency and regional positioning are no longer theoretical advantages, but measurable drivers of growth.



REGULATORY TRANSFORMATION AND LEGAL REALIGNMENT

Alongside economic momentum, Honduras is undergoing a profound regulatory shift. The current administration has advanced a reform agenda aimed at redefining the role of the State, strengthening oversight and revisiting prior development models.

WHY HONDURAS IS ON THE RADAR

Several structural factors continue to attract foreign investment:

- Full foreign ownership permitted in most sectors
- Competitive, young and skilled workforce
- Strategic access to both Atlantic and Pacific ports
- Regional integration through Central American trade frameworks

Together, these elements position Honduras as a viable alternative for companies seeking to reduce dependency on Asia and operate closer to the U.S. market.

However, opportunity alone is not enough. Infrastructure gaps, regulatory uncertainty, energy costs and administrative complexity remain real challenges. Capturing the full potential of nearshoring will depend on the country's ability to provide legal certainty and institutional consistency.

The repeal of the ZEDE framework and the country's withdrawal from the ICSID arbitration system marked a turning point in how Honduras positions itself internationally. These decisions have generated debate, international claims and heightened scrutiny, underscoring the growing importance of legal structure, risk assessment and dispute-resolution planning for investors.

At the same time, not all reforms point toward uncertainty. Key operational areas — particularly energy — have seen structural renegotiations designed to reduce costs and improve reliability. Investment in renewable energy and grid modernization is gradually reshaping one of the most critical cost variables for industry.

Digitalization of government processes and the push toward greater administrative transparency further signal an evolving institutional landscape. For 2026, the central challenge will be translating reform into confidence.

A NEW GEOSTRATEGIC DIRECTION

Honduras' decision to establish diplomatic and economic relations with China represents one of the most consequential shifts in its recent history.

The relationship has opened new channels for cooperation, infrastructure financing and trade negotiations, including the advancement of a bilateral free trade agreement. At the same time, early data reflects significant trade asymmetries and sector-specific disruptions, highlighting the importance of diversification and strategic market access.

For Honduras, the challenge is balance: leveraging new alliances without weakening traditional partnerships or exposing the economy to over-dependence.

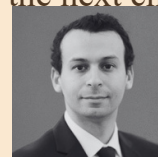
For investors, this dual orientation — nearshoring to the north and commercial expansion to the east — creates a uniquely complex but potentially powerful positioning.



Honduras 2026 is not defined by uncertainty, but by transformation.

For organizations willing to engage with the country through informed judgment, solid legal structure and long-term vision, this period represents a meaningful opportunity to build resilient and competitive operations.

The rules are changing — and those who understand them early will lead the next chapter.



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